



## HOW TO USE THIS GUIDE

This toolkit provides key themes, social media thought starters and example posts for each video addressing clean water. A link to the downloadable video and additional photos for newsletters are also included. This toolkit is meant to get you started; however, feel free to use these videos to help promote local events, community initiatives, celebrate important dates (i.e. Earth Day, Arbor Day, National Trails Day etc.) or in whatever way works best for your community.

## DATES TO CELEBRATE

- World Forestry Day – March 21
- World Water Day – March 22
- World Health Day- April 7
- Earth Day – April 22
- Arbor Day – Last Friday in April
- Bike-to-Work Day – Third Friday in May
- National Trails Day – First Saturday in June
- Clean Air Day- June 2

## BRANDYWINE CREEK GREENWAY: ONE VISION (OVERVIEW VIDEO)



Duration: 0:59

<https://vimeo.com/showcase/5488824/video/320821658>

### KEY THEMES:

- Protecting open space
- Providing recreational opportunities
- Preserving history
- Supporting local economies
- Improving water quality
- Community
- Conservation
- Brandywine Creek Greenway
- Brandywine Conservancy

### SOCIAL MEDIA:

#### **#hashtags**

#BikettheBrandywine  
#BrandywineCreek  
#BrandywineConservancy  
#QualityofLife  
#BCG  
#ProtectCleanWater  
#GetOutside  
#OntheCircuit  
#GetOutside  
#protectedlands  
#givingback

#### **@partners**

@WmPennFdn  
@brandywineconservancy  
@bcgp  
@DelRivCoalition  
@DelawareEstuary  
@ChescoChamber  
@StroudCenter  
@UDelaware  
@DENaturesociety  
@Natlands  
@Pa\_nature

#cleanwater  
#cleanwaterforall  
#openspace  
#brandywinevalley  
#MyBrandywine  
#CleanWater  
#OneVision

@eastbradfordtwp  
[+ all the Other Greenway municipalities!]

## EXAMPLE POSTS:

The #BrandywineCreekGreenway unites 29 communities in Chester, Delaware and New Castle Counties and boasts more than 50 miles of #trails on the western edge of Philly's regional @circuittrails network! No wonder active ppl want to live here! #BCG #HealthyCommunities @WmPennFdn  
<http://brandywinegreenway.org>

The #BrandywineCreekGreenway is a green corridor that spans from Honey Brook #Pennsylvania to #Wilmington #Delaware with #OneVision.

## GETTING WET BUILDS AWARENESS OF THE LINK BETWEEN WATER AND LAND



**Duration:** 1:35

<https://vimeo.com/showcase/5488824/video/301710593>

### KEY THEMES:

- Local economies (buy local)
- Get outdoors
- Local investment
- Accessibility to nature and local points of interest
- Environmental tourism
- Promote the Water Trail
- Nature therapy
- Links people with the outdoors
- Enables people to explore their area in a new way
- Brandywine Creek Greenway

### SOCIAL MEDIA:

#### #hashtags

#BrandywineCreek  
#BCG  
#LocalEconomies  
#ProtectCleanWater  
#northbrookcanoe  
#MyBrandywineSummer  
#GetOutside  
#nature  
#canoe  
#kayaking

#### @partners

@WmPennFdn  
@brandywineconservancy  
@DelRivCoalition  
@DelawareEstuary  
@ChescoChamber  
@StroudCenter  
@UDelaware  
@DENaturesociety  
@Natlands  
@Pa\_nature

#relax  
#getonthewater  
#MyBrandywine  
#weekendgetaway  
#instatravel  
#travelgram  
#familyfun  
#thingstodowithkids  
#natureperfection  
#brandywinevalley  
#Pennsylvania  
#Delaware  
#WaterTrail

[+ all the Other Greenway municipalities!]

### EXAMPLE POSTS:

Love spending time on the water? The Brandywine Creek is a great place to #kayak #canoe or #tube. #HealthyCommunities #BCG #northbrookcanoe #MyBrandywine #LocalEconomies

Need an excuse to unplug and relax? Getting out on the water is a great way to spend an afternoon away from technology! #BrandywineCreekGreenway #GetOutside #MyBrandywine #FamilyFun

One of the best ways to learn about #nature is getting out in nature. Getting out of the classroom and onto water is a great way to learn about the importance of clean water. #BrandywineCreekGreenway #WaterTrail #CleanWaterForAll #Pennsylvania #travelgram

There's no need for #NatureDeficitDisorder when you're out on the water. #MyBrandywine #experiencenature #brandywinevalley #GetOutside

Getting out on the #BrandywineCreek is a great way to #relax and meet #nature full on. #HealthyCommunities #natureperfection #thingstodowithkids #Pennsylvania #Delaware

### ADDITIONAL PHOTO:



## THE QUALITY OF WATER DRIVES THE BUSINESS OF BEER



Duration: 0:56

<https://vimeo.com/showcase/5488824/video/282360904>

### KEY THEMES:

- Clean water
- Economic value of clean water
- Connection to drinking water
- Victory Brewing Company and Reliance on Brandywine Creek (quality of water Impacts quality of beer)
- Clean water is often taken for granted
- Water protection
- Water quality impacts the whole community
- Promoting a beer/wine tour
- Nature and commerce

### SOCIAL MEDIA:

#### #hashtags

#BrandywineCreek  
#BrandywineCreekGreenway  
#beer  
#shoplocal  
#LocalEconomies  
#ProtectCleanWater  
#waterquality  
#northbrookcanoe  
#4States1Source

#### @partners

@WmPennFdn  
@brandywineconservancy  
@ChesCoCommuter  
@DelRivCoalition  
@DelawareEstuary  
@ChescoChamber  
@StroudCenter  
@UDelaware  
@DENaturesociety  
@Natlands

#PABeer  
 #BVbeerscene  
 #PreserveProtect

@Pa\_nature  
 @VictoryBeer  
 @Victory\_Bill (for twitter) @billcovalski (instagram)  
 @eastbradfordtwp  
 [+ all the Other Greenway municipalities!]

## EXAMPLES:

How are you quenching your thirst now that #summer is here? Whether with iced tea or #PAbeer, it all starts with the water! #ShopLocal #BVbrewscene #ProtectCleanWater @VictoryBeer

@Victory\_Bill “Water is everyone’s raw material & because you can just turn on a tap to access it makes it way too easy for people to forget about protecting it.” #ProtectCleanWater #PreserveProtect @VictoryBeer @ChescoGovt @WmPennFdn

@Victorybeer “As a company, we have an opportunity to bring awareness that this great natural environment needs to be preserved. It doesn’t just stay perfect all by itself!” #LocalEconomies #ProtectCleanWater #BrandywineCreekGreenway

Protecting #nature costs money and jobs. Say what? #LocalEconomies depend on a healthy environment and #CleanWater! That’s what the #BrandywineCreekGreenway is all about  
<http://brandywinegreenway.org>

The Brandywine is such a phenomenal source of pure water that @Victorybeer has locations of both the East and West branches of the Creek. Let’s keep it that way! #ProtectCleanWater & support the #BrandywineCreekGreenway <http://brandywinegreenway.org>

## ADDITIONAL PHOTO:

